

ABSTRACT

An advertisement insertion server selects
5 advertisement information to be inserted into
information and transmits, based on this selection,
the advertisement information to be inserted into the
information to an advertisement insertion terminal.
The advertisement insertion terminal receives the
10 advertisement information to be inserted into the
information, inserts the advertisement information
into the information and thus records the information.
A notification that the advertisement information has
been inserted into the information and recorded, is
15 given to the advertisement insertion server to
acquire the benefit. The advertisement insertion
server receives the thus-given notification for
acquiring the benefit and records information about
the benefit given to the user on the basis of this
20 notification.

[Selected Drawing] FIG. 3